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OFFICE OF
THE CHAIRMAN

March 2, 1983

Honorable William J. Casey
Director
Central Intelligence Agency
Washington, D.C. 20505

Dear Bill:

Several economic indicators bespeak the emergence of a rebounding and healthy economy for the nation during the next twelve to twenty-four months. I think, therefore, that the time is opportune for the President and his spokesmen to restore and to buttress the credibility of his presidency by forthrightly predicting this economic comeback months in advance of its actual appearance. Accordingly, I have attached for your consideration a catalog of talking points for the White House that might be employed in this endeavor.

I believe that such a program of public education is indispensable to ensuring that the President obtains full credit for the success of his economic philosophy and complimentary legislative and administrative programs, and to prevent the President's adversaries from claiming the economic recovery is attributable to their ill-conceived attempts at bloating the budget with costly and ineffectual public works jobs. Moreover, I believe that unmutated economic optimism voiced by the President at this time will create a climate of self-fulfilling prophecy within the business world and accelerate plans for business expansion and consumer expenditures to the benefit of the nation's prosperity.

Sincerely,



Mark S. Fowler
Chairman

P.S. This elaborates on the "hooks" theory you and I discussed. Don Regan can do this, too, but it must be done fairly soon.



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